Abraham Cedeño

Marketing Analyst

Professional with excellent proficiency in platforms for effective data analysis, including SQL, Excel, Power BI, Tableau, and R. Domain knowledge in digital marketing field (social media, PPC, content creation, and SEO). Strong communication, analytical, and teamwork skills. Currently pursuing IBM Data Science Professional Certificate

📊 View my portfolio

Contact

📞 **+507 69827535**

in **LinkedIn/abraham-cedeño**

✉ **abraham-cedeno@hotmail.com**

Soft skills ⮂

*Communication
*Problem Solving
*Teamwork
*Learning Tenacity
*Bilingual

Languages </>

*SQL
*R
*HTML
*CSS

Tools 🛠

Data Analysis
*Power BI
*Tableau
*mySQL, Big Query
*RStudio
*Microsoft Excel
*Microsoft Power Point

Digital Marketing
*Google Analytics
*Facebook Ads
*Google Ads
*Klaviyo
*Shopify
*Wordpress

Hard skills ⚙

Data Analysis
*Machine learning
*Reports and Dashboards
*Linear regression models
*Forecast
*Statistical tests
*Data extraction, cleaning and analysis

Digital Marketing
*SEO
*PPC
*Content
*Website design
*Social Media
*Email Marketing
*Branding

Experience 💼

Marketing Analyst
Global Commerce Media GmbH - Internship / Nov 2022 - Feb 2023

Market research
Conducted market research to better understand the audience and their search intent based on data analysis.

Competitor analysis
Collected and analyzed data from competitors to track performance, leading to informed decision-making for our SEO strategies.

Keyword analysis
Analyzed keywords using tools such as Google KW Planner, Google Trends, Ubbersuggest, and Answerthepublic resulting in creating more visible content for clients' websites.

Creation of search engine optimized content
Effectively implemented various websites with high-quality, optimized content through data-driven SEO strategies that produced increased Google traffic to clients.

Business Intelligence Analyst
Loquieropty / Feb 2022 - Oct 2022

Identify target audiences
Used data to identify and understand audience interests and demographic characteristics, resulting in better targeted campaigns with improved ROI.

Design A/B tests
Designed A/B tests in PPC campaigns, landing pages, lead communication, and pricing strategies resulting in improved ROAS for those initiatives.

Customer behavior analysis
Collected and analyzed data on customers to understand their buying habits, website behavior, and satisfaction levels, leading to improved services and optimized campaigns.

Measurement and optimization of ROI in PPC campaigns
Tracked PPC campaigns to monitor metrics such as conversion rate, CTR, CPC, and % engagement, allowing for identification of areas for improvement and increasing ROI.

Implementation of PPC promotional campaigns
Designed and implemented multiple PPC campaigns through FB ads resulting in an average CPC of $0.13 better than the industry average and an average ROAS of 9.19:1.

📊 Check out my work

Education 🎓

Degrees

"IBM Data Science Professional Certificate"
IBM / March 2023 - Present

"Google Data Analytics Professional Certificate"
Google / April 2022 - October 2022

"Google Digital Marketing & E-commerce Professional Certificate"
Google / July 2022 - January 2023

"Google Project Management: Professional Certificate"
Google / July 2022 - January 2023

"Bachelor's degree in Electronics and Telecommunications Engineering"
Universidad Tecnológica de Panamá / Jan 2014- Dec 2019

"High School Diploma in Science, Literature, and Philosophy"
Colegio Javier / 2000 - 2013

Certifications

"Statistics for Data Science and Businesss Analysis"

"Microsoft Excel -Excel from Beginner to Advanced"

"Microsoft Power BI Desktop for Business Intelligence"

"Ultimate Google Ads Training 2021: Profit with Pay Per Click"

"SEO Training Masterclass 2022: Beginner To Advanced SEO"

"The complete 2022 Web Development Bootcamp"